

Montana Census 2020 Comms Implementation Plan – Education Phase (August through March)

MT State CCC Education & Libraries Subcommittee

Target Audiences	Key Messages	Subcommittee Outreach Leads
Higher Education	<ul style="list-style-type: none"> Importance of Federal Funding Need for Accurate Data Additional U.S. House Representation Accurate Data for Redistricting 	Crystine Miller, Erik Rose

Group to reach	Organization / Audience Contact	Planned Communication Method(s)	State CCC member and CEIC staff responsible for Outreach	Target Date for first outreach	Frequency for Communication	Desired Action / Outcome by Audience	Resources Need (materials, staff support, funding, etc.) to accomplish this outreach
Higher Education	Administrators, Educators, and Staff Public, Tribal, and Private Institutions	Let each institution see how best to communicate; let local / affiliated CCCs contact know if possible	Crystine Miller, Erik Rose	September 2019 - June 2020	Communications Monthly	<ul style="list-style-type: none"> Possibly form CCCs around common disciplines– e.g. health care education Incorporate importance of students filling out Census and identifying as MT residents Incorporate Census Messaging in outgoing communications and websites including message boards 	<ul style="list-style-type: none"> Sample communications (flyers) Talking points about Importance of the Census for Higher Education for use in communications / websites State and Tribal Logos
Higher Education	Board of Regents	Presentation and Handouts – send pre-email explaining the reason for the presentation and relevant information	Crystine Miller, Erik Rose	December meeting	Twice – Fall and Spring Update	<ul style="list-style-type: none"> Be involved in local CCC Share the message Include Census information in communications 	<ul style="list-style-type: none"> Presentation and Handouts – send pre-email explaining the reason for the presentation and relevant information

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Higher Education	Alumni and Parents of Higher Ed Students	Work with Alumni associations and student groups especially student government to see how best to communicate to parents	Crystine Miller, Erik Rose	September 2019 - June 2020	Communications Monthly	<ul style="list-style-type: none"> - Self-respond and encourage their student to self-respond - Educate on where student should be counted 	<ul style="list-style-type: none"> - Sample communications (flyers) - Talking points about Importance of the Census for Higher Education for use in communications / websites - State and Tribal Logos
Higher Education	Administrators and Registrar	Work with administrators and registrars to alert students especially new to campus about need to fill out Census	Crystine Miller, Erik Rose	Spring Semester	One Communications	<ul style="list-style-type: none"> - Self-respond and encourage their student to self-respond - Educate on where student should be counted 	<ul style="list-style-type: none"> - Sample communications (flyers) - Talking points about Importance of the Census for Higher Education for use in communications / websites - State and Tribal Logos
Higher Education	Student Leadership	Work with Student Affairs Directors & administrators to communicate with student leaders	Crystine Miller, Erik Rose	Spring Semester	One Communications	<ul style="list-style-type: none"> - Designate a point person for student outreach coordination - Form a CCC - Self-respond and encourage their student to self-respond - Educate on where student should be counted 	<ul style="list-style-type: none"> - Sample communications (flyers) - Event ideas - Talking points about Importance of the Census for Higher Education for use in communications / websites - State and Tribal Logos
Higher Education	Student Media (Social media, radio, paper)	Work with Campus Communications Director and Journalism departments	Crystine Miller, Erik Rose	Spring Semester	Communications Monthly	<ul style="list-style-type: none"> - Incorporate Census Messaging in outgoing communications and websites - Write op-ed for area press - Do a radio PSA(s) promoting Census and specific benefit to infrastructure planning and funding - Facebook posts on School Site 	<ul style="list-style-type: none"> - Sample communications - Talking points about Importance of the Census for College Students for use in communications / websites - State Logos, SWAG - Draft op-ed, Script for PSA - Posts for Facebook

Possible Communication Methods

- Posters
- Fliers and brochures - These can be more compelling in places where the issue is already in people's minds (doctors' offices for health issues, supermarkets for nutrition, etc.).
- Newsletters
- Promotional materials - Items such as caps, T-shirts, and mugs can serve as effective channels for your message.
- Internet sites - In addition to your organization's website, interactive sites like Facebook, Twitter, and YouTube are effective mediums for communication
- Letters to the Editor
- News stories, columns, and reports
- Press releases and press conferences
- Presentations or presence at local events and local and national conferences, fairs, and other gatherings
- Community outreach
- Community events
- Word of mouth
- Exhibits and public art
- Videos
- TV - ads and Public Service Announcements (PSAs) – and present news programs that deal with your issue or profile your organization.